

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Marketing Yourself
 Author: Ciletti Copyright: 2004
 ISBN: 0-538-43640-9 Course/Content Area: Vocational and Career Exploration; Business Program;
Business and Marketing Career Exploration
 Intended Grade or Level: 9-12 Readability Level: 9.8 (Flesch Kincaid)
 List Price: 58.95 Lowest Wholesale Price: 44.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Marketing careers are a central theme
- Portfolio Builder CD includes a portfolio plan, sample goal statements, sample contact list, salary calculator table, sample resumes, common interview questions, and more
- Lesson content is developed according to national and state marketing standards

Student Experiences

- In addition to helping students make real-world connections to begin networking with professionals, this text is also designed to help students with after-graduation goal setting that matches their interests and aptitudes to appropriate college or post-secondary education.

Assessment

Marketing Yourself utilizes a marketing framework to drive the development of a self-marketing plan and portfolio. The plan is based on the analysis of the student's own marketable skills and abilities. Knowing how to sell yourself is key to succeeding in business today!

Organization

Chapter 1 Development of the Marketplace Chapter 2 The Character of the Market Chapter 3 Developing Your Product Chapter 4 Product Promotion: Your Self-Presentation Chapter 5 Who is Your Market? Chapter 6 Strategy and Planning Chapter 7 Resumes: Your Personal Advertisement Chapter 8 Pricing

Your Product Chapter 9 Product Promotion: Correspondence and Other Tools Chapter 10 Product Promotion: Selling Yourself in Interviews Chapter 11 The Entrepreneurial Spirit Chapter 12 Succeeding in the Workplace

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Multimedia Module (0-538-43644-1) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: *Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate “not available” in the space.*



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: MARKETING YOURSELF			
Publisher: Thomson/South-Western			
Item Evaluated: Text, Portfolio builder CD, Instructor resource CD, Exam View and Video			
Copyright Date: 2004		Evaluator: Jayne Harris	
Content Level: 9-12		Date of Evaluation July 29, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="checked" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: MARKETING YOURSELF		Publisher: Thomson/SW
Technology Management Summary Data:	20 possible points	____20____ points earned
Technology Management Comments: Students build an individualized employment portfolio		
Technology Presentation/Interface Summary Data:	40 possible points	____40____ points earned
Technology Presentation/Interface Comments: Good examples for students. Up-To-Date video to accompany each chapter with discussion guide.		
Content Summary Data:	44 possible points	____44____ points earned
Content Comments: Concentrates on marketing terms using student as the product. Covers Advanced Marketing Core and Career Exploration Core. Excellent supplement to other courses.		
Instruction & Management Summary Data	52 possible points	____52____ points earned
Instruction & Management Comments: Good variety of activities and opportunity for integrating technology		
Organization & Structure Summary Data	36 possible points	____36____ points earned
Organization & Structure Comments: Geared to the high school student to keep them engaged. Easy to follow for instructor		
Resource Material Summary Data	40 possible points	____39____ points earned
Resource Material Comments: Dedicated website and other sources cited throughout the text		



Group V - Career /Technical & Vocational/Practical Living **Electronic Instructional Media Review Form** **Stand Alone/Independent or Integrated Software for Business**



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included with Text	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____x_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	_____ Simulation	_____x_____ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
_____ Exploratory	_____ Creativity	_____x_____ Drill and Prac- tice	_____ Critical Thinking	_____x_____ Utility	_____ Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Students build an individualized employment portfolio	Total 20

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments: Good examples for students. Up-To-Date video to accompany each chapter with discussion guide.	Total 40

Content—Marketing	Rating
Career Experiences	4
Employability Skills	4
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	4
Comments: Concentrates on marketing terms using student as the product. Covers Advanced Marketing Core and Career Exploration Core. Excellent supplement to other courses.	Total 44

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Good variety of activities and opportunity for integrating technology	Total 52

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	5
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	5
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	5
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	5
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	5
Student materials seem durable and conducive to daily use.	5
Includes sufficient glossary, index and appendices.	5
Employs accurate grammar and spelling	5
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	5
Comments: Geared to the high school student to keep them engaged. Easy to follow for instructor	Total 36

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	4
Online resources available – Practice skills only.	4
Online resources available – New application materials.	4
Comments: Dedicated website and other sources cited throughout the text	Total 39

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable